FOLLOWING SPORTS THROUGH MIKE

YALE-TIGER FIGHT ON SEVEN MIKES

WBZ Ties Up with Other Stations to Tell of Big Three Game

BOSTON.-The second "Big Three" contest, the Yale-Princeton game, will be broadcast direct from the Yale bowl at New Haven by Westinghouse station WBZ Saturday afternoon, November 14. In order to send out the play-by-play account of this battle, which ranks as one of the leading and most important classics on the eastern football schedule. WBZ will make use of its direct line connection with New York and will tie-in with Stations WJZ and WGY. Stations WCAP, WEAF, WJAR, and WTIC will also mike the big event. With these seven stations, the most powerful broadcasting stations on the Atlantic coast, sending out a running description of the game, listeners interested in the destinies of the two college teams will be able to hear the broadcast regardless of the part of the country in which they may be located.

KFWB, MOVIE STATION

(Continued from page 6)

15 years experience in the amusement and theatrical world and has shown such a genius for gauging what the general public will do that whenever the movie industry in Hollywood decides to throw a big show or put on a big spectacle of any kind wherein all hands join forces to it KFWB will broadcast, exactly as it is make it a big success as only Hollywood done every day, the direction and taking can, the cry goes up for Norman Man-

After looking over a few text books on Radio he decided it was too complicated for him to pick up in a few days so he decided not to be troubled with the knowledge. After all, Radio is largely entertainment and the psychology and showmanship necessary to put Radio entertainment on the air is not essentially different from that of the stage, the circus and the fire department making a run. So, forgetting all about Radio as such, Norman Manning has made KFWB a center of entertainment and presents his entertainment much as he would on the stage, forgetting or not knowing a lot of things other stations do as a matter of custom and every once in a while sneaking up on other stations with a new idea that fairly knocks their eyes out. In the short time that KFWB has been on the air its audience has grown so that it can claim as great a one as any other station of its power in the West. And a great deal of the credit must be given to Mr. Norman Manning.

Smiling Charlie Wellman is the announcer at KFWB. Starting in three years ago as a singer at KYW, Chicago, later at KHJ with the Saturday afternoon frolics and Lost Angels programs he came to KFWB with considerable announcing experience and his snappy way of conducting a program and his "Don't 'way, folks" are known throughout the country. Charlie is never very busy. During the morning and afternoon he holds audition periods at KFWB for new talent and at night announces the programs, ending up with the Warner Bros. frolic which he conducts. Between the end of the morning shave and before the ham and eggs he practices a few new songs and sometime, its hard to find when, he goes over to the Brunswick phonograph plant in Los Angeles and makes records of the latest popular songs.

At most of our stations giving children's programs the period is given over to some older person who reads the nursery rhymes and tells the bedtime stories. More often than not, their audience is not what they think it is being mostly adults who get a great kick out of the rhymes and stories of their old childhood days. Not so at KFWB. Big Brother of this station is a youngster. Ben McGlashan, The Big Brother, attends classes at the University of California and his hour for the kids, from 6 to 7 on Mondays, Tuesdays and Wednesdays, is different from any children's hour you ever listened to.

What do the kids want over the Radio?" Ben asked himself. "They don't Frederick M. Hunter, superintendent of care for jazz or classical music, except the Oakland (Calif.) public schools, will when rendered on the harmonica; talks speak. His subject will be "The Constia hundred other subjects do not interest following evening, "Patriotism in Educathem. They tune out the bedtime stories tion" will be discused by Dr. Aurelia put on for their benefit." And then the Henry Reinhardt, president of Mills colmine, is always asking questions and he er of the Williams Institute, Berkeley, soaks up information like a sponge does and well known to KGO listeners for her water. Therefore, the children's hour at many contributions to educational broad-KFWB should answer questions put by the children themselves and that is exactly what is done and it is very successful. That might be of interest to other station managers.

You cannot enumerate the features that a Sound Body.'

Football Broadcasts

Saturday, November 14 Colorado Aggies-U. of Colorado, KOA

Chicago-Dartmouth, WMAQ (477.5). Cincinnati-Ohio (Athens) WSAI (325.9). Holy Cross-Rutgers, WTAG (268), McGill-Varsity, CFCA (356).

Michigan-Ohio State, WEAO (293.9), WJR (517), WWJ (352.7). Minnesota-Iowa WCCO (416.4), WOC

N. M. State College-Junior College, KOB

Oklahoma-Missouri, WOS (440.9). Oregon Aggies-U. of Oregon, KGW

Pittsburgh-U. of Pennsylvania, KDKA

Princeton-Yale, WBZ (333.1), 468.5), WEAF (491.5), \mathbf{WGY} (379.5)WJAR(305.9), WJZ (454.3),WTIC

(475.9).Purdue-Northwestern, KYW(535.4)WBBM (226). Texas A. & M. College-Rice Institute,

KPRC (296.9). Washington-California, KFOA (454.3), LX (508)

have appeared at KFWB. They are too many and they change too often. But this fall it is the intention of Warner Bros. to put on one stunt that we know will be popular. By simply running a few feet of wire out onto the production lot and hooking a microphone on the end of of motion pictures. Then the "Lights! Camera! Action!" that opens up a KFWB program will be the real thing and the whole country will be able to actually hear the clicking of the camera, the director's voice as he instructs some famous star, and the playing of the emotional music that accompanies scenė.

Nor is that all. If present plans are carried to completion KFWB's power will be greatly increased and it is not unlikely that Warner Bros. will erect several more sations throughout the country and become one of our largest investors in Radio transmitters, with a national tie-up for special features. The least that will happen is that every new Warner Bros. theater, and there are several now under way, will broadcast through either their own or some other station.

Let us quote Jack Warner about Radio and pictures: "There are some who think that in attaching a Radio station to our picture studio, we are fighting our own interests and creating formidable opposition for ourselves. We believe the contrary to be the case and are confident we are increasing the number of our friends and patrons for the entertainment we nightly broadcast places us in more intimate contact with the public and increases the friendly feeling they have for Warner Bros. We are using Radio as it is today—not what it will be tomorrow. although I confidently expect that in time the Radio and the picture business must join forces permanently to produce a superior type of entertainment that will combine all the elements of the stage, the screen and Radio.'

Education Week Will Be Observed by KGO

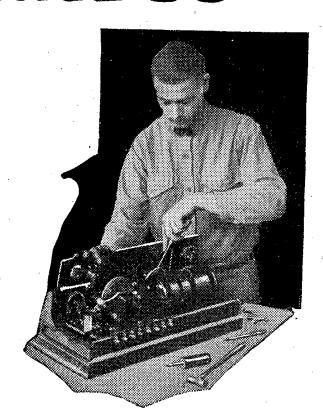
Coast Educators to Deliver Series of Tropical Talks

OAKLAND, Calif.-Radio as an aid to educational institutions will be exemplified throughout the nation during "American Education Week" from November 16 to 22. At KGO, General Electric Pacific Coast station, special educational programs, coordinated by the bureau of educa-tion with the national program, will be broadcast. Speakers prominent in educational circles will be heard.

During the regular KGO Monday evening educational program, November 16, on golf, facial surgery, food hints and tution, and Respect for Law." On the Ben's little brother, like yours and lege, Oakland. Cora L. Williams, foundcasts, will speak on Wednesday afternoon, November 18, at 3:30 o'clock. And on Saturday evening, November 21, J. M. Gwinn, superintendent of schools, San Francisco, will talk on "A Sound Mind in

Earn 50 to 200 a Week in RADIO

You can! Hundreds of ambitious men are already earning thousands of dollars in this wonderful new industry—you, too, can get your share. Mail coupon below for Free Book which describes fully the amazing money-making opportunities in Radio and tells you how YOU can earn from \$5,000 to over \$10,000 a year.



THE astounding growth of Radio has created thousands of big money opportunities. Millions of dollars were spent during the past year on Radio, and thousands of young men are needed right now to meet the ever-increasing demand of work.

Men are needed to build, sell and install Radio sets-to design, test, repair—as Radio engineers and executives—as operators at land stations and on ships traveling the world over -as operators at the hundreds of broadcasting stations. And these are just a few of the wonderful opportunities.

Easy to Learn Radio at Home in Spare Time

No matter if you know nothing about Radio now, you can quickly become a Radio Expert, by our marvelous new method of practical instruction—instruction which includes all the material for building the latest up-to-date Receiving Sets.

Scores of young men who have taken our course are already earning from \$75 to \$200 a week. Merle Wetzel of Chicago Heights, Ill., advanced from lineman to Radio Engineer, increasing his salary 100% even while taking our course! Emmet Welch, right after finishing his training, started earning \$300 a month and expenses. Another graduate is now an operator of a broadcasting station-PWX of Havana, Cuba—and earns \$250 a month. Still another graduate, only 16 years old, is averaging \$70 a week in a Radio store.

Wonderful Opportunities

Hardly a week goes by without our receiving urgent calls for our grad-uates. "We need the services of a competent Radio Engineer."

"We want men with executive ability in addition to Radio knowledge to become our local managers."

"We require the services of several resident demonstrators"—these are just a few small indications of the great variety of opportunities open to our graduates.

Take advantage of our practical training and the unusual conditions in Radio to step into a big paying position in this wonderful new field. Radio offers you more money than you probably ever dreamed possiblefascinating, easy work—a chance to travel and see the world if you care to, or to take any one of the many Radio positions all around you at home. And Radio offers you a glorious future!

The National Radio Institute is one of America's Pioneer Radio Schoolsestablished in 1914. Our course is an. absolutely complete one which qualifies for a government first-class commercial license. It trains you for bigger paying jobs in Radio.

Send for FREE RADIO BOOK

Learn more about this tremendous new field and its remarkable opportunities. Learn how you can quickly become a Radio Expert and make big money in Radio.

we have just prepared a new 48-page book which gives a thorough outline of the field of Radio—and describes our amazing, practical training in detail. This Free Book, "Rich Rewards in Radio," will be sent to you without the slightest obligation. Mail coupon for it now!

For a short time we are offering a reduced rate to those who enroll at once. Act promptly and save money.



Doubles Salary

I can very easily make double the amount of money now than before I enrolled with you. Your course has benefited me approximately \$3,000 over and above what I would have earned had I not taken it.

T. WINDER, Grand Junction, Colo.

From \$15 to \$80 a Week

Before I enrolled with you I was making \$15 a week on a farm. Now I earn from \$2,080 to \$4,420 a year, and the work is a hundred times easier than before. Since graduating a little over a year ago, I have earned almost \$4,000, and I believe the course will be worth at least \$100,000 to me.

(Signed) GEO. A. ADAMS. Tamaqua. Pa.



National Radio Institute. Dept. 55NB, Washington, D. C.

CITY



National Radio Institute, Dept. 55NB, Washington, D. C.

Please send me without the slightest obligation your Free Book, "Rich Rewards in Radio," and full details of your special Free Employment Service. Please write plainly.

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